

Notice to Licensees Regarding Home Deliveries and Transit Insignias

The NJLBA has received a high volume of inquiries from retail licenses considering the option of offering home delivery service to high risk consumers not wanting to venture out to retail stores due to the Coronavirus outbreak.

As you may already know if you make home deliveries of alcoholic beverages or pick up product from your Co-Op drop site you need a Transit Insignia for your vehicle issued from the New Jersey Division of Alcoholic Beverage Control (ABC). If you do not already have a ABC TRANSIT INSIGNIA, we suggest that you log onto the ABC POSSE System and apply for one now. The fee for the insignia is \$50. A transit insignia will be mailed to you by the ABC, which upon receipt should be affixed the driver's side front bumper of the vehicle that is making the deliveries. Until you receive your transit insignia use your receipt as the insignia and keep it in the vehicle you are transporting alcohol in. Many customers may not know you are able to deliver alcohol, you may want to inform your staff to ask if they want wine, beer or spirits with their food order. Remember the sale must take place on your licensed premise with a credit card, no cash can be take at the door. Below is the link to the ABC POSSE portal as well as the instructional page for obtaining an ABC TRANSIT INSIGNIA:

Once you log onto the portal select PERMITTING, next APPLY FOR PERMIT, and then select TRANSIT INSIGNIA. The fee is \$50.

Any questions please call the NJLBA at 609-394-6730.